



KRISPY KREME® Issues Sweet National Doughnut Day Challenge: Help Us Give Away 1 Million FREE Doughnuts and Unlock a 2nd FREE Doughnut

May 30, 2019

Fans can enjoy any doughnut for free Friday, June 7, and if 1 million are given away, Krispy Kreme will give America its newest doughnut creation for free later in June

WINSTON-SALEM, N.C. (May 30, 2019) – It's been said the best things in life are free, and it's hard to beat free doughnuts! *Krispy Kreme* is keeping with tradition in celebrating National Doughnut Day on Friday, June 7 the "best" way by letting customers select one FREE doughnut from the entire menu – no purchase necessary – at participating shops in the United States and Canada.

But what's better than one free doughnut? Two, of course! So, for the first time ever, *Krispy Kreme* is challenging fans to help the brand give away 1 million free doughnuts on National Doughnut Day. The reward? A free taste of the brand's newest doughnut that will be unveiled later in June. And it is "out of this world" great.

"June 7 is National Doughnut Day and National VCR Day. So, take your pick: a free *Krispy Kreme* doughnut or a grainy VHS tape," said Dave Skena, Chief Marketing Officer for *Krispy Kreme*. "If a million of you wisely choose *Krispy Kreme*, we'll celebrate by giving away more doughnuts later in June."

On Friday, June 7, customers can select any one doughnut from the dozens of *Krispy Kreme* varieties, such as the iconic Original Glazed® Doughnut, Chocolate Iced with Sprinkles, or Glazed Raspberry Filled Doughnut.

Help *Krispy Kreme* achieve our 1 million doughnut giveaway challenge and unlock a second free doughnut by finding a participating shop near you: www.krispykreme.com/nationaldoughnutday

In addition, *Krispy Kreme* will turn National Doughnut Day into "World Doughnut Day" on Friday, June 7 by celebrating in more than 20 countries with various promotions, deals and giveaways.

Don't forget to show how you're celebrating National Doughnut Day at *Krispy Kreme* by using #NationalDoughnutDay and tagging @krispykreme on social on Friday, June 7.

About Krispy Kreme Doughnut Corporation

Krispy Kreme Doughnut Corporation is a global retailer of premium-quality sweet treats, including its signature Original Glazed® doughnut. Headquartered in Winston-Salem, N.C., the company has offered the highest-quality doughnuts and great-tasting coffee since it was founded in 1937. *Krispy Kreme Doughnuts* is proud of its Fundraising program, which for decades has helped non-profit organizations raise millions of dollars in needed funds. *Krispy Kreme* doughnuts can be found in approximately 12,000 grocery, convenience and mass merchant stores in the U.S. The Company has nearly 1,400 retail shops in 33 countries. Connect with *Krispy Kreme Doughnuts* at www.KrispyKreme.com, or on one of its many social media channels, including www.Facebook.com/KrispyKreme, and www.Twitter.com/KrispyKreme.

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